

REAL LIVING 360 SERVICESM

COMMITMENT TO SELLERS

Real Living Real Estate has established an extensive commitment outlining our dedication to selling your listing. The following further outlines my commitment to providing you with Real Living 360 Service.



AS YOUR TRUSTED ADVISOR, I WILL

- Ensure that you understand agency representation alternatives
- Clarify my role as your agent (the listing agent) and that of my broker
- Identify the role of the other agents in my office (the listing office)
- Describe the role of a buyer's agent and how you are impacted through this representation
- Review state mandated forms and documents related to agency relationships
- Research and create a Comparative Market Analysis to assist in developing a pricing strategy
- Provide a written estimate of seller expenses and proceeds
- Provide all necessary forms to ensure agency procedures and reflect on marketing, showing and negotiating
- Explain the role and procedures of the MLS and "pre-sell" the property by previewing it to the real estate community
- Guard your confidential information and advise you how to do the same
- Identify typical actions of a buyer entering the home buying market
- Outline the types of financing and possible seller contribution
- Discuss "pre-qualified" vs. "pre-approved" and the relative impact of each upon a successful closing
- Compare and contrast pre-approved mortgages vs. cash
- Define and explain "bridge loans"
- Present the state seller disclosure laws and their rationale
- Explain the role of Home Inspectors as hired by the buyer to review the property before purchase
- Discuss the range of contingencies that purchasers might include in a purchase offer and outline the impact of various contingencies
- Provide information on the appraisal process
- Discuss home warranty options and benefits
- Extend services as a continued real estate resource through permission-based marketing
- Retain your disclosure document and closing documents for a period of time
- Provide consumer information via mailings or e-mail in order to keep you up to date on critical items and items of interest

AS YOUR SKILLED NEGOTIATOR, I WILL

- Discuss the concept of 3-tier pricing (aspired, acceptable, walk away) and pricing's impact on marketing efforts as well as the impact of the "market" on pricing
- Prepare and present a sample market analysis
- Provide current market data and a comprehensive review of competing properties, recently sold properties, and expired listing properties
- Assist you in determining the initial list price
- Share financial information with you as provided by the buyer, and make every effort to have each buyer pre-qualified or pre-approved with a lender
- Assist you in monitoring the status and satisfaction of contract contingencies
- Provide negotiating strategies to achieve the best possible terms and price
- Present and explore negotiation situations that might take place such as: buyers, buyers' agent, multiple offers, etc.
- Identify the factors that influence the negotiation position of the sellers such as: market conditions, terms, price, seller assists, timing, contingencies, mortgage rate changes, etc.
- Promptly present all offers as soon as possible and review all terms and contingencies
- Review the appraisal with you
- Provide a regular market analysis update
- Involve "outside" advisors (management or another agent)

AS YOUR EXPERT FACILITATOR, I WILL

- Create and present a detailed, written marketing plan including specific strategies, programs and buyer targets
- Discuss what levels of communication you expect from me during the marketing and sale of your property
- Identify and itemize marketable property features and detracting property features
- Discuss market value of enhancements and itemizing "property improvements" made by you
- Present the importance of staging property and staging priorities for real estate agents and prospective buyers
- Clarify the anticipated events (showings, open houses, offers, etc.) that would necessitate specific communication and scheduling
- Discuss the various viewing situations and feedback from: open houses, agent bringing buyers, agents coming unaccompanied, short and long notice, etc.
- Assess special challenges such as: pets, children, storage, kitchens, baths and garages
- Conduct preliminary "Showings" of the property to you, enabling you to see your property through the "eyes" of buyers
- Promote property through advertising, direct marketing, industry networking and the Internet
- Concentrate on marketing activities that have been proven effective in securing buyers for other properties in the area
- Target sources of local and out-of-town buyer prospects
- Commit to regular communication on the progress of selling your home, including prospect and market feedback
- Provide regular communication and updates on marketing efforts throughout the listing
- Include a "plan of adjustment" wherein the plan of communication can be modified, by either party, if it becomes apparent that gaps and voids are being experienced
- Help you understand how to assemble all relevant data on the property, including current title holders and financing status
- Provide scenarios of sale prices and associated costs in anticipation of future events and showing the impact of sale price on costs
- Share a timetable of events following the signing of an Offer to Purchase
- Review the checklist of possible closing and settlement cost items associated with the sale and closing of your property
- Review a sample sales contract/agreement of sale. Specifically highlighting the critical sections, portions or paragraphs
- Present options and counter-offer positions to specific contingencies
- Extract from an accepted contract of sale the provisions that will impact and influence the progression toward closing
- Establish a schedule of dates and events to monitor the progress of contingency activity
- Act promptly to problems and concerns that result from contingency removal and keep you informed of the targeted closing date, location and time
- Provide you with a checklist of items you should consider addressing at the closing
- Attend the closing and contact you after the closing to ensure satisfactory completion of all service details
- Coordinate with buyers and other parties for a smooth transfer of possession
- Offer home purchase assistance and access to community and property information
- Provide referral and relocation services, as applicable
- Identify your new home destination and coordinate with service parties on that end (leasing agent, sales agent, builder, etc.)
- Provide you with a list of items relating to your move (address change notices, utility change over, etc.)

FINALLY, I WILL OFFER YOU THE OPPORTUNITY TO EVALUATE MY SERVICES WITH THE REAL LIVING 360 SERVICE SURVEY. I WILL

- Present the Real Living 360 Service Guarantee and assure you of quality and customized service targeted toward your needs
- Provide an opportunity for you to offer feedback and input on the nature and scope of service commitment throughout the marketing sales process
- Offer the opportunity to evaluate the service provided, after the transaction, through a Customer Satisfaction Survey. This survey is administered by Leading Research Corporation; an independent, third party research company
- Use your feedback to improve my services

